## ORDER

Orders

Order / Rev:

2104857

Alt Order #:

06837373

Product Desc:

BERKLEY FOR SENATE

Estimate:

60S

Flight Dates:

07/30/12 - 08/06/12

Original Date / Rev:

07/27/12 / 08/03/12

Order Type:

GENERAL

Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

KSNV

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

\_\_\_\_\_

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Dilling Calcilual.

Billing Cycle:

EOM/EOC

15%

Cash

Broadcast

Advertiser

Name:

Priority:

Berkley, Shelley, for

Demographic:

A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

**Product Codes:** 

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Agency Commission:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

07/30/12

Start Date End Date

unt Net Amount 00.00 \$19,890.00 Totals

 Month
 # Spots
 Gross Amount
 Net Amount
 Rating

 August 2012
 17
 \$23,400.00
 \$19,890.00
 0.00

 Totals
 17
 \$23,400.00
 \$19,890.00
 0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$23,400.00
Market	100%	\$86,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	<b>\$0</b> .00
KINC	0%	\$0.00
KLAS	30%	\$26,000.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$13,000.00
KTUD	0%	\$0.00
KVVU	25%	\$21,666.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,600,00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	MTWTF	1:00	5	\$800.001	0.00 NM	5	\$4,000.00
					M-F 5-6a WakeUp	w/Wagners								, ,
		NEWS				_								
		Sta	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
	W	eek: 07/3	30/12	08/05/12	MTWTF	5	\$800.00	0.00						

Print Date: 08/03/12 12:38:30

KSNV

Page 2 of 2

Order / Rev: 1

104857

Berkley, Shelley for Senate

Alt Order#: Flight Dates: 06837373 07/30/12 - 08/06/12 Product Desc:

Estimate:

Advertiser:

BERKLEY FOR SENATE

60S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type Sp	ots	Amount
E 1 KSNV	07/30/1	2 08/03/12	M-F 5-6a WakeUp w		5-6a	MTWTF	1:00	5	\$800.001	0.00 NM	5	\$4,000.00
NEWS			M-F 5-6a WakeUp v	v/Wagners								
	rt Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 07/		08/05/12	MTWTF	5	\$800.00	0.00						
E 2 KSNV	08/06/1	2 08/06/12	M-F 5-6a WakeUp w	//Wa@M	5-6a	M	1:00	1	\$800.001	0.00 NM	1	\$800.00
NEWS			M-F 5-6a WakeUp v	v/Wagners								
NEWS Sta	rt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 08/		08/12/12	M	1	\$800.00	0.00						
E 3 KSNV	07/30/1	2 08/03/12	M-F 6-7a WakeUp w	v/WægM	6-7a	MF	1:00	2	\$1,400.001	0.00 NM	2	\$2,800.00
			M-F 6-7a WakeUp v	w/Wagners					. ,			
NEWS	D	F D	1611-1		D-4-	D-6						
<u>5ta</u> Week: 07/	<u>rt Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> <u>S</u> MF	pots/Week	Rate \$1,400.00	Rating 0.00						
			M-F 6-7a WakeUp w		6-7a	M	1:00	1	\$1,400.001	0.00 NM	1	\$1,400.00
		,,_	M-F 6-7a WakeUp v		- · -			•	<b>41,100.00</b> 1	0.00 1111		Ψ1,-100.00
NEWS												
<u>Sta</u> Week: 08/	rt Date	End Date 08/12/12	Weekdays S	pots/Week 1	<u>Rate</u>	Rating				ļ.		
E 5 KSNV			NEWS 3 at 4 (1 HC		\$1,400.00 4-5pm	0.00 M	1:00		\$1,400.001	0.00 NM	1	£1 400 00
L 3 ((0))	00/00/	2 00/00/12	4PM NEWS (1 hour	-	(4:30 PM-5:0		1.00	'	φ1,400.00 <i>1</i>	O.OO INIVI	ı	\$1,400.00
NEWS			(11111111111111111111111111111111111111	,	(	,						
	ırt Date	End Date		pots/Week	Rate	Rating						
Week: 08/		08/12/12	M		\$1,400.00	0.00			<u> </u>		_	
E 6 KSNV	07/30/1	2 08/03/12	NEWS 3 at 4 (1 HC 4PM NEWS (1 hour		4-5pm (4:30 PM-5:0	MTW~~~ ∩ MAD ∩	1:00	2	\$1,400.001	0.00 NM	2	\$2,800.00
NEWS			41 W 142 W 0 (1 1100)	,	(4.00   101-0.0	O I Wij						
<u>Sta</u>	ırt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/		08/05/12	MTW		\$1,400.00	0.00						
E 7 KSNV	07/30/1	2 08/03/12		CM	7-730pm	MTW	1:00	3	\$2,200.001	0.00 NM	3	\$6,600.00
WHEEL	L		M-F Wheel of Fortu	ne								
	art Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 07	/30/12	08/05/12	MTW~~~~	3	\$2,200.00	0.00						
E 8 KSNV	08/06/1	2 08/06/12		CM	7-730pm	М	1:00	1	\$2,200.001	0.00 NM	1	\$2,200.00
WHEE	1		M-F Wheel of Fortu	ne								
	∟ art Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08		08/12/12	M		\$2,200.00	0.00						
			NEWS 3 at 4 (1 HC		4-5pm	M	1:00	1	\$1,400.001	0.00 NM	1	\$1,400.00
			4PM NEWS (1 hou	r)	(4:00 PM-4:3	0 PM)						
NEWS		End Date	Moduler	mata 8611	D-4-	Dating						
<u>Sta</u> Week: 08	art <u>Date</u> /06/12	End Date 08/12/12	<u>Weekdays</u> S M	pots/Week 1	<u>Rate</u> \$1,400.00	<u>Rating</u> 0,00						
7,500K. 00	, 501   6	00112/12		<u> </u>	φ 1 <sub>1</sub> -100,00	0,00				Totala	17	#02 400 00
										Totals	17	\$23,400.00